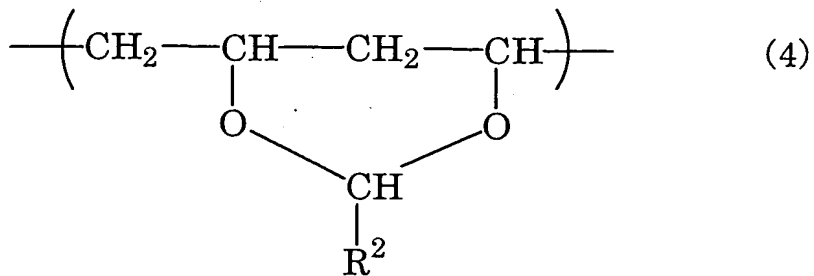
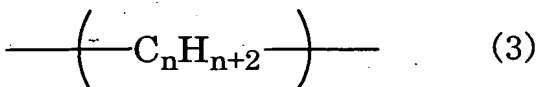
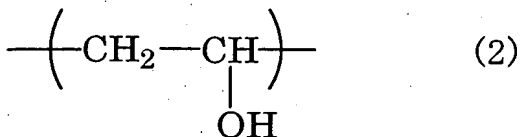
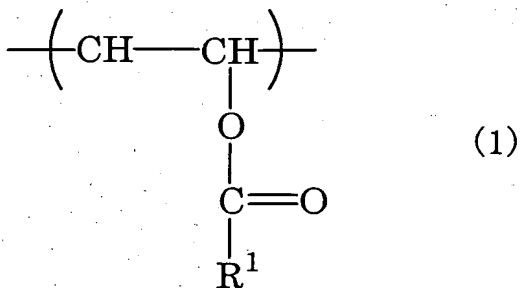


## CLAIMS

1. A binder resin for coating paste for forming a film or a film pattern comprising inorganic powder by coating,

which comprises a modified polyvinyl acetal resin comprising structural units represented by the following general formulas (1), (2), (3) and (4):

[Chem. 1]



in the formulas,  $R^1$  represents a straight chain or branched alkyl group having 1 to 20 carbon atoms, and  $R^2$  represents hydrogen, a straight chain, branched or cyclic alkyl group having 1 to 20 carbon atoms, or an aryl group; and  $n$  represents an integer of 1 to 8; and further in the modified polyvinyl acetal resin, a content of the structural unit represented by the general formula (3) is 1 to 20 mol% and a content of the structural unit represented by the general formula (4) is 30 to 78 mol%.

2. The binder resin for coating paste according to claim 1,

wherein a content of the structural unit represented by the general formula (2) is 20 to 30 mol%.

3. The binder resin for coating paste according to claim 1 or 2,

wherein  $R^2$  is  $CH_3$  and/or  $C_3H_7$ .

4. The binder resin for coating paste according to claim 1, 2 or 3,

wherein an  $\alpha$ -terpineol solution of the modified polyvinyl acetal resin adjusted to have viscosity of 6.0 Pa·s measured at 25°C under the conditions of a shear rate of 60  $s^{-1}$  using an E type viscometer has a ratio ( $\eta_{60}/\eta_{600}$ ) between viscosity  $\eta_{60}$  measured under the conditions of a shear rate of 60  $s^{-1}$  and viscosity  $\eta_{600}$  measured under the conditions of a shear rate of 600  $s^{-1}$  at 25°C using an E type viscometer being 2.0 to 5.0.

5. The binder resin for coating paste according to claim 1, 2 or 3,

wherein an  $\alpha$ -terpineol solution of the modified polyvinyl acetal resin adjusted to have viscosity of 6.0 Pa·s measured at 25°C under the conditions of a shear rate

of  $60 \text{ s}^{-1}$  using an E type viscometer has a phase angle at 1 Hz and at a stress of 1000 Pa being  $87^\circ$  or more.

5 6. The binder resin for coating paste according to claim 1, 2 or 3,

wherein an  $\alpha$ -terpineol solution of the modified polyvinyl acetal resin adjusted to have viscosity of  $6.0 \text{ Pa}\cdot\text{s}$  measured at  $25^\circ\text{C}$  under the conditions of a shear rate of  $60 \text{ s}^{-1}$  using an E type viscometer has a ratio ( $\eta_{600} \rightarrow 60/\eta_{600}$ ) between viscosity  $\eta_{600}$  measured at a shear rate of  $600 \text{ s}^{-1}$  and viscosity  $\eta_{60}$  measured after a lapse of 10 seconds from changing a shear rate to  $60 \text{ s}^{-1}$  using an E type viscometer being 1.9 or more, in the case of changing a shear rate from  $600 \text{ s}^{-1}$  to  $60 \text{ s}^{-1}$  at  $25^\circ\text{C}$ .

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7. Conductive paste,

which comprises the binder resin for coating paste according to claim 1, 2, 3, 4, 5 or 6, conductive powder and an organic solvent.

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8. Ceramic paste,

which comprises the binder resin for coating paste according to claim 1, 2, 3, 4, 5 or 6, ceramic powder and an organic solvent.

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9. Glass paste,

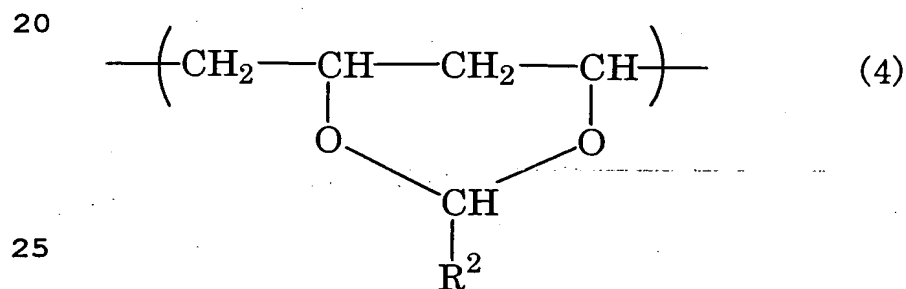
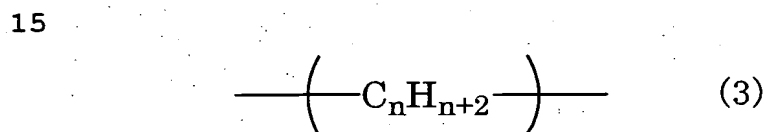
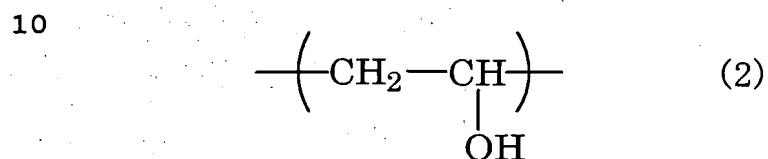
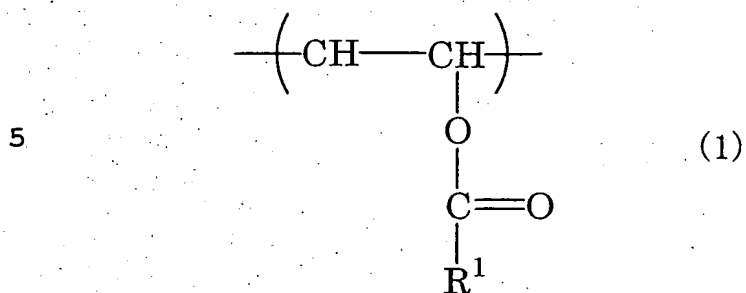
which comprises the binder resin for coating paste according to claim 1, 2, 3, 4, 5 or 6, glass powder and an organic solvent.

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10. An application as a binder resin for coating paste of a resin composition comprising a modified polyvinyl acetal resin consisting of structural units represented by the following general formulas (1), (2), (3) and (4):

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[Chem. 2]



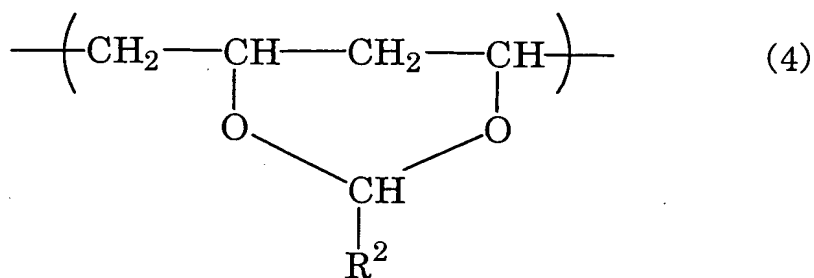
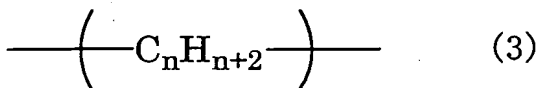
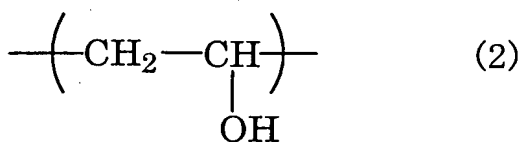
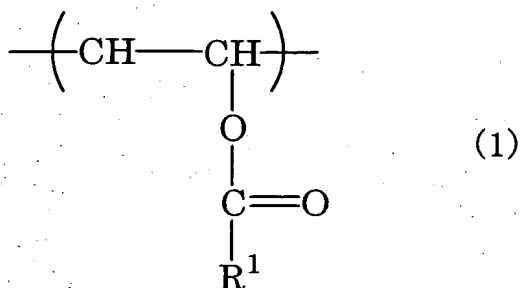
in the formulas,  $\text{R}^1$  represents a straight chain or branched alkyl group having 1 to 20 carbon atoms, and  $\text{R}^2$  represents  
 30 hydrogen, a straight chain, branched or cyclic alkyl group having 1 to 20 carbon atoms, or an aryl group; and  $n$  represents an integer of 1 to 8; and further in the modified polyvinyl acetal resin, a content of the structural unit represented by the general formula (3) is 1  
 35 to 20 mol% and a content of the structural unit represented

by the general formula (4) is 30 to 78 mol%.

11. A method of forming a film comprising inorganic powder,

5 which comprises a step of mixing a binder resin for coating paste comprising a modified polyvinyl acetal resin comprising structural units represented by the following general formulas (1), (2), (3) and (4), an organic solvent and inorganic powder, and preparing paste form:

10 [Chem. 3]



in the formulas,  $R^1$  represents a straight chain or branched alkyl group having 1 to 20 carbon atoms, and  $R^2$  represents hydrogen, a straight chain, branched or cyclic alkyl group having 1 to 20 carbon atoms, or an aryl group; and n  
5 represents an integer of 1 to 8; and further in the modified polyvinyl acetal resin, a content of the structural unit represented by the general formula (3) is 1 to 20 mol% and a content of the structural unit represented by the general formula (4) is 30 to 78 mol%.